

Florida CraftArt Board of Directors Meeting (Zoom) January 28, 2021 by Lara Shelton, Secretary

Board Members present on Zoom: Mark Anderson, Kimberly Cummings, Michael Graham, Kathryn Howd, Helen Igar, Tyler Jones, Dana Maley, Duncan McClellan, David Ramsey, Lara Shelton, and Don Strobel

Board Members absent: Bob Devin Jones, John Mascoll, Taylor Robenalt, Stacia Schrader

Staff present: Katie Deits

Tyler Jones called the meeting called to order 4:34 p.m.

Good news: Tyler Jones welcomed new board member Elizabeth Reilinger. Thank you to Mark Anderson for the recommendation. Katie Deits noted the work she is doing on a new board orientation packet. Kathryn Howd asked for that packet to be put on the board portal. Ms. Deits will get it uploaded and make sure all board members have login credentials.

Dar Webb's matching donation match was \$4,100, so the total amount raised was \$8,200. Ms. Webb wants to start the 2021 match campaign now to members with some type of I dare you make me donate more than \$4,100. More details to follow.

Claudia Larrain has resigned from the board to focus her time on her writing career and a national board appointment for mental illness. She wants to stay involved and engaged.

Pinellas Care grant awarded to FCA for \$25,000. Thank you to Katie, staff and Finance Chair and board member Helen Igar.

Approval of October 2020 Minutes

1. A motion was made by Don Strobel, 2nd by Mark Anderson was made to approve the minutes. All those present voted to approve the motion.

Finance Committee -Helen Igar

1. Ms. Igar reviewed the December 2020 report with an analysis of 2020 and 2019. We were over what we were budgeted for in 2020. Ms. Igar highlighted the rise in memberships, payroll, CraftArt with a Twist, and mural tours for the month and noted this was a really good month. Total earned income \$31,600. Donations were over what we budgeted.
2. Ms. Deits noted that \$34,000 went out as artists payments for December 2020
3. Ms. Howd asked that Dar Webb's match should go into donations not into membership.
4. YTD consignment is down from 2019, Ms. Igar noted that with COVID we planned on it being down and we are ahead of where we thought we would be.
5. CraftArt with a Twist expenses are high due to getting FCA ready to do multiple types of events through COVID. David Ramsey brought up discussion of how this number doesn't reflect what the event does. Ms. Igar said she will break out the payroll expense to resolve the large expenses number.
6. Brief discussion was had on the importance of accounting for FCA staff time to benefit our grant writing process and number reporting. Accounting for payroll time allows the numbers to reflect more accurate figures for grants and profitability for events.
7. Ms. Igar noted beginning cash for 2021, \$280,000. Projections for 2021, acknowledged ArtLoft tenants are paying, and we still have cash on hand at the end of September 2021.
8. Our building cost assets sit at \$1.3 million which is less than accurate of the value of the building and land.
9. Ms. Deits noted that unrestricted donation of \$2,000 by Tyler Jones for a sales lead generated from FCA lead for client.
10. Tax returns are up to date

Governance committee: Dana Maley

1. Reminder of finding and recruiting board members. We emphasize diversity on our board.
2. Appointment recommendation of Starlett Massey and a reflection of her contributions thus far.
3. Dana Maley made a motion to vote to approve her to the board a 2nd by Mark Anderson was made to approve. All those present voted to approve the motion.
4. Lara Shelton spoke of building a relationship for diversity leads with Terri Lipsey Scott of the Carter Woodson Museum. Ms. Shelton noted she has asked for a specific introduction to Bridgette Heller.

Florida CraftArt Festival 2021 (CAF)- Kathryn Howd

1. Ms. Howd reports the CraftArt is a go for now and Janie is putting in all of the proper applications.
2. Mr. Jones noted that Red Apple will not have broken ground by CAF.
3. CAF 2021, November 20 and 21.
4. Feedback from artists was full of appreciation for doing the CraftArt with a Twist in 2020.
5. Gallery sales for CraftArt with a Twist were only about \$1,000 less than for CraftArt Festival.
6. Ms. Howd suggested a paid volunteer coordinator for CAF 2021.
7. Mr. Jones thanked Ms. Howd for all her ongoing work on the CAF.

Tyler Jones reminded board of the virtual zoom show opening tomorrow at 6 p.m. Ms. Deits will share a link. Event is also located on the FCA Facebook page.

Thank you to Mark Anderson and Keith Bucklew for sponsoring the exhibition "Epicurean Delight."

Sponsorships can make or break FCA, please encourage and talk to people for sponsoring.

Ms. Deits stated each exhibition costs us \$7,500.

Exhibition Sponsorships available for 2021: "Beautiful Bountiful Bowls," "Oh, the Places We Can Go," "Environmentally Engaged," and "Holiday Boutique." Mr. Jones asked that we look at our exhibitions and create action items of who to contact and who to bring to an exhibition.

Mr. Jones asked for a board brainstorming conversation on how to engage more people for sponsorships and asks where we spend our money.

Ms. Deits is going to send the board a background photograph of FCA gallery to use on Zoom calls.

Mr. Jones is asking that all committees get back and reengage with the committee. List -- Kathryn Howd has revamped the list, Mr. Jones asked for a chair for each committee. Reach out to the governance committee to find a committee or chair a committee.

Ms. Deits mentioned the need for a part-time gallery worker, and she asked that all board members stop by and see the "Members' Show: Contemporary Craft at its Finest."

No New Business

Meeting adjourned 5:53 p.m.